



Human Relations Commission Annual Report

Prepared by Sharon Cini, Diversity & Inclusion Program Manager on January 11, 2019

Approved by the Human Relations Commission on January 14, 2019

Web Site Address: www.ScottsdaleAZ.gov/boards/human-relations-commission

Number of Meetings Held: 9

Public Comments: 0

Major Topics of Discussion / Action Taken:

- Implemented **Scottsdale for All**, a community diversity campaign.
- Implemented a **Dinner & Dialogue** project for conversations with citizens on diversity-related topics.
- Created an updated HRC Strategic plan for 2018 and 2019.

Current Member Attendance:

Member Name, Title	Present	Absent	Service Dates
Lula Daee	3	0	From January to March* (Resigned; could not continue duties; replaced by James Eaneman)
James Eaneman	1	0	From October to December
Joseph Ettinger	3	0	From January to March* (Resigned; could not continue duties; replaced by Emily Hinchman)
Emily Hinchman	1	0	From October to December
Stuart Rhoden	7	2	From January to December
Janice Shimokubo	8	1	From January to December
Marie Hannellie Mendoza	8	1	From January to December
Laurie Coe	7	2	From January to December
Nadia Mustafa	9	0	From January to December

Subcommittees: "None"

Ethics Training: Yes, January 2018

Selected Officers: Janice Shimokubo was elected to preside as Chair; Nadia Mustafa was elected to preside as Vice-Chair.

2018 Human Relations Commission activities:

January- HRC members attended the Martin Luther King Jr. Dinner Celebration. Several HRC members conducted outreach at Peace and Community Day. 5 of 7 Commissioner also represented Scottsdale at the Regional Unity Festival and Walk. Several HRC members also posed for the first Scottsdale for All photo (LOVE Statue) as part of project/product development. Vice-Chair Mustafa spearheaded the implementation and coordinated the cast volunteers.

February- Several HRC members attended the *ONE N TEN Fresh Brunch* event. 4 of 6 HRC members conducted outreach at the first-ever Scottsdale Motown community concert. Continued city collaborations with the Office of Communications and the graphic artist team to create (We are Scottsdale) **Scottsdale for All** materials, including Facebook page, photographs, messages on printed material, etc. Chair began work on project plans related to strategic priorities. Volunteer members of the HRC also began assignments for the first-ever **Dinner & Dialogue** and introduced the scope of the project. The HRC also wrote a letter to City Council re: a letter to the State Legislature in support of expanding the scope of a state nondiscrimination statute.

March- HRC members began work on Strategic planning and identified two major projects along with concepts and impact they want to have: **Scottsdale for All** (officially changed from **We are Scottsdale** title) and **Diversity Dinner & Dialogue**. Commissioner Mendoza identified that she is planning events in May as part of Asian Pacific Heritage Month activities with the city library system.

April- Several HRC members attended the Arizona Interfaith Movement's 13th Annual Golden Rule gala as well as the Phoenix Indian Center Silver and Turquoise Ball. The HRC also supported and attended an LGBTQ event, **OUT@SMoCA with Dan Savage**. The HRC members also launched their first **Dinner & Dialogue** as part of a trial, provided feedback to the approach and continued planning for the next one - 12 attendees. Continued **Scottsdale for All** development, including marketing, posters, social media page, and local newspaper write ups on the HRC initiative, including language and concepts as a Golden Rule city.

May- HRC members worked on developing measurements for their projects, questions that will guide conversations and began identifying supplemental table facilitation training for the **Dinner & Dialogue** project. A second Dinner & Dialogue was held and hosted by Vice-Chair Mustafa with this one held in a home setting with 8 attendees who provided valuable insight on "diversity." One HRC member attended the Board and Commission Appreciation event. The HRC also added one organization to the Community Diversity Partner list: LORE Productions, Inc., who will host the Scottsdale Dia de los Muertos event in Nov. **Scottsdale for All** project members began developing video stories as part of the project. Commissioner Mendoza helped with Asian Pacific Heritage month by creating a comprehensive exhibit at Civic Center Library, book recommendations, and Asian film showings.

June- HRC agreed to host the next Regional Human Relations Commission and want to utilize the Dinner & Dialogue project model to implement conversations with other valley-wide Commissioners. Chair Shimokubo hosted a strategic planning session for 2019/20. Preliminary objectives were identified. Scottsdale for All project informational packet and distribution/Communications plan was also developed to share with the City Council. City Council was sent packet this month. Submitted news releases to local newsletters and newspapers.

July- No regular HRC meeting scheduled due to summer break; One member assisted in the city's backpack drive. Several members helped with the "soft launch" using a Communications plan for **Scottsdale for All**. This included schedule of release of individual and video stories on Facebook page, distributing posters to all of the city libraries, community centers, and senior centers. Chair and Vice-chair also took a lot of time

to walk Old Town and converse/receive support for businesses to display a poster in their store fronts. Over 100 Downtown small businesses placed posters in their window fronts. Arizona Republic article was also published.

August- HRC members participated in “Tips to facilitating table discussions” in preparation for activities relating to ***Dinner & Dialogue***. Discussed upcoming Regional HRC meeting and the details of creating the desired output. One HRC member attended “Anything but Average: Mohamed Ahmed – It takes an idea to defeat an idea.”

September- No regular HRC meeting scheduled per request to cancel by Chair Shimokubo. Regional Human Relations Commission meeting was also cancelled. Chair and Vice-Chair met with a small group of volunteers to introduce and converse about diversity in Scottsdale. Full launch of ***Scottsdale for All*** campaign began, and posters were distributed to city departments and included Vice-Chair Mustafa’s KJZZ radio interview.

October- Two new HRC members were appointed to the Commission. Several HRC members attended the presentation of the city’s proclamation of Indigenous People’s Day, attended the NAACP Freedom Fund luncheon, and presented to the staff at Experience Scottsdale. Experience Scottsdale agreed to highlight ***Scottsdale for All*** in their upcoming Visitor’s Guide. Several members participated in outreach at the Phoenix Pride Rainbow Festival.

November- No regular HRC meeting. HRC agenda was not posted within 24 hours. Handed out ***Scottsdale for All*** material at Dia de los Muertos event.

December- Reviewed annual Hate Crimes report from Scottsdale PD to stay updated on trends within the city. Worked with Assistant City Manager to develop additional, diversity-specific questions to be included in the next National Citizen Survey. Three new questions were added. December meeting had a heavy focus on strategic planning for 2019/20 activities. Several HRC members attended the Arizona Asian Festival at the Civic Center Mall and conducted outreach for promotions of Scottsdale for All, the upcoming Regional Unity Festival and Scottsdazzle information. One member participated on the selection committee for the MLK Jr. “Living the Dream” Diversity Champion award. In addition, the Scottsdale Chamber of Commerce included ***Scottsdale for All*** in their e-newsletter.

Future Significant Work Products:

Plan of Action: Human Relations Commission has created a strategic plan with specific project objectives and assignments. A new HRC updated strategic plan will be approved in Jan. 2019 for the upcoming year.

Filming: As appropriate, Human Relations Commission will continue requests to film each of the community education opportunities to increase visibility of available events for citizens and awareness on the topic items (online viewing and for viewing on City Cable Channel 11).

Social Media/Communications: Human Relations Commissioners will continue to optimize use social media outlets, such as Twitter, Instagram, Facebook, or LinkedIn via the Office of Communications; In addition, HRC would like to begin writing articles that promote unity and discourage prejudice, racism and stereotypes.

Community Education events: Human Relations Commissioners will continue to plan to implement Dinner & Dialogues at least two times per year. Outreach will continue to be a part of the strategic plan.

Upcoming Opportunities, Challenges, or Outcomes:

- Human Relations Commission continues to carry out their mission by helping to address all potential forms of discrimination and to see them alleviated. Human Relations Commissioners will assist and make appropriate recommendations to City Council on this issue.
- The Scottsdale for All community campaign would like to expand more, including large advertisements at mega events such as Barrett-Jackson, Phoenix Open, and Spring training at Scottsdale Stadium.
- Human Relations Commissioners would like to continue use of surveys at their sponsored events to ensure they are planning and designing according to the needs of the community but most importantly, identifying local perceptions related to the demonstration to serve our community's diverse needs.
- Human Relations Commissioners would like to continue more communication with other cities on similar issues or topics for the community-at-large.
- Human Relations Commissioners will continue to represent the city at community diversity events and other city events as available.

Additional Comments/Recommendations: If the Board/Commission wishes to add additional comments or recommendation(s) to the City Council, it can go in this section.

None